

CLAIMS

Claim Set 3:

WHAT IS CLAIMED IS:

Network and System Claims

- 5
1. A system that enables the recording of user-viewable visual stimuli comprising:
- a processing platform for executing code capable of recording a user-viewable stimuli; and
- a storage platform for storing at least one user-viewed stimuli, the storage platform coupled to the processing platform.
- 10
2. The system of claim 1 further comprising a user interaction device coupled to the processing platform.
3. The system of claim 1 wherein the processing platform executes code capable of recording a user-viewable stimuli, by:
- 15 detecting a visual event;
- verifying that the visual event involves a parameter that changes a viewable stimuli; and
- recording at least one parameter.
4. The system of claim 1 further comprising a browser coupled to the processing platform.
- 20
5. The system of claim 1 further comprising a browser interface coupled to the server.
6. The system of claim 1 further comprising a network coupled to the processing platform.
- 25
7. The system of claim 1 wherein the storage platform comprises cashed memory.

8. The system of claim 1 wherein the system is maintained in a Person Digital Assistant (PDA).

9. The system of claim 6 wherein the network is the internet.

10. The system of claim 6 further comprising a host computer coupled to the network, the host computer for communicating with the processing platform.

11. The system of claim 1 further comprising an eye-tracking device coupled to the processing platform.

12. The system of claim 11 wherein the eye-tracking device is enabled to monitor pupil dilation.

13. A data signal comprising a data structure capable of recording a user-viewable stimuli, by:

detecting a visual event;

verifying that the visual event involves a parameter that changes a viewable stimuli; and

recording at least one parameter.

14. The data signal of claim 13 further comprising a code segment capable of the parameter is a network address of all online content immediately displayed within a browser window.

15. The data signal of claim 13 further comprising a code segment capable of the parameter is a two-dimensional offset of the online content as it is displayed within a browser window.

10

16. A system that records browser-viewable visual stimuli comprising:

- a control application;
- a browser object in communication with the control application;
- 5 an application that receives messages coupled to the browser object and the control application; and
- a web page coupled to the browser object.

17. The system of claim 16 further comprising a computer network for delivering online content to the web page, the network in communication with the web page.

10